



FEEL THE BURN

This spot is great to perfectly explain my building up the single shots “backwards” as our main shot ends up precisely with the Delta Faucet. I would first frame the Faucet filling the gym water bottle and then deconstruct the movement to the start: so the actual movement would start wide on her, get closer to her and past her towards the sink and the faucet for the ending.

Of course, to be able to do this we’ll need a house where she can be doing exercise close to the kitchen sink, so she can be in the gallery exercising on her bike, while still being really connected with the kitchen at the same time.

What’s great also is this juxtaposition of a sweaty sporty girl, really working hard with this focussed attitude, alongside a beautiful designer kitchen. It’s just a nice moment that’s real and at the same time aspirational.

I LOVE THIS 2 IMAGES TOGETHER,
I LOVE THE EXERCISE BIKE AND
THE ATTITUDE OF THE GIRL
BELOW, SPORTY

